

Boston Main Streets **IN BRIEF**

Building vibrant commercial districts

Vol . 2 Issue 2

April 2003

Boston Main Streets "In Brief" is a bi-monthly newsletter of the Main Streets' staff and district executive directors. It communicates important policy updates, district highlights, design, promotion, economic restructuring and organization technical tips, and event and media announcements to all involved in the Main Streets' collaboration.

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Do you have any technical tips or other news we can all use? Send comments on and contributions to "In Brief" to pconnolly.dnd@ci.boston.ma.us



Photo 2003 BMS Executive Directors

Congratulations! Boston Main Streets' 2002

Volunteers and Businesses of the Year

March 26 in honor of its many volunteers, businesses, and Corporate and City Partners, Main Streets presented the 7th Annual Boston Main Streets' Celebration. The event was sponsored and hosted by Verizon at its Boston headquarters office, 185 Franklin Street, and Mayor Thomas M. Menino announced the 2002 *Volunteers and Businesses of the Year*.

<i>Volunteer of the Year</i>	<i>Business of the Year</i>
Allston Village PAULA COBB	JACK YOUNG COMPANY
Bowdoin/Geneva DEILIA LAING-JACKSON	YELLOW BRICK ROAD ICE CREAM
Brighton LOUISE BONAR	VH FRAMING AND ART SUPPLY
Centre/South JANE RITCHEY	GAZETTE PUBLICATIONS
Chinatown ROSEMARY YEE LAM	EMPIRE GARDEN RESTAURANT
Dudley Square THOMAS WELCH	A NUBIAN NOTION
East Boston JAIME TRUJILLO	SOVEREIGN BANK
Egleston Square MARGUERITE SCAVITTO	PRO IMAGE PHOTOGRAPHY
Fields Corner JUANITA GALLAGHER	BLARNEY STONE
Four Corners LEAH WEST	FREDERICK'S APPLIANCE SERVICE
Grove Hall DON STRAUGHTER, JR.	FRANKLIN PARK ZOO
Hyde/Jackson Square RAFAEL BENZAN	ULTRA BEAUTY SHOP
Hyde Park THIEN SIMPSON	MELINDA'S TAQUERIA
Mission Hill SETH BURNS	FLANN O'BRIENS
Roslindale Village JENNIFER GOLDSON	EMACK AND BOLIO'S
St. Mark's Area ROSE McMULLIN	METALSMITHS & ASHMONT AUTO COLLISION
Upham's Corner PETER ROTH	MCA/STRAND THEATRE
Washington Gateway GERRY VANN	PHO REPUBLIQUE
West Roxbury CAROL BOUGHTER	ROCHE BROS. SUPERMARKETS, INC.

The Art of Main Streets Management

Technical Assistance Update

The consultant team of Kathy McCabe and Sam Solomon continues to assist Boston Main Streets and local programs develop strategies for long-term sustainability

Next training: **Asking for Money—Soliciting Without Fear**

May 1, 5:30 pm – 8:00 @ Morgan Memorial

May 16, 9:00 am – 11:30 @ The Boston Foundation

Other services available directly to your district:

- Assist with the development of work plans and program case statements
- Develop annual fundraising plans, including strategies for expanding annual appeals, generating fees for service and maximizing the potential of events
- Research funding opportunities to address specific needs and write grant proposals
- Identify, cultivate and recruit donor/board member prospects
- Conduct board training, including roles/responsibilities, fund solicitation, and strategies for managing and maximizing board member participation
- Develop promotional materials, including brochures, directories, newsletters, press releases, appeal letters, etc.
- Facilitate planning/visioning exercises
- Assist in mediating/resolving internal conflicts and managing change situations

Contact your Boston Main Streets Neighborhood Business Manager to arrange assistance.

Happenings on Main Streets

- Neighborhood Cleanups coordinated by the Office of Neighborhood Services. Call 617.635.3485 for info.
- April 25, 10am – 2pm BNN Training
- April 29, Allston Village Main Streets, *Taste of Allston*. DoubleTree Guest Suites, 400 Soldiers Field Road. Tickets \$25; Students/Seniors/AVMS members \$20; Children under 12 \$15. www.allstonvillage.com.
- May 2, Mission Hill Main Streets' 2nd Annual Fundraising Dinner, Mississippi's Restaurant, Terrace Street. Tickets \$50; \$40 with *Shopping on Main Streets* card. www.missionhillmainstreets.org 617.427.7399.
- May 13, Bimonthly Manager Meeting, 26 Court Street, Conference Room 11A. 9:00-1:00pm
- May 17, West Roxbury Main Streets Second Annual Spring Gala. Moseley's on the Charles, Bridge Street, Dedham. Tickets \$75. \$750 per table. 617.325.6400.
- May 28 East Boston Main Street Networking Breakfast, Hyatt Harborside Hotel. www.eastbostonmainstreets.com
- June 7, Mission Hill Main Streets Festival of Fire Street Fair. 2pm-8pm www.missionhillmainstreets.org 617.427.7399
- June 8, Egleston Square and Hyde/Jackson Square Main Street - Mike LaDouceur 5k Road Race www.eglestonesquare.net/mike5k.htm

Main Streets' To-Do List

- Review District boundaries and submit edits to Keith Kuzman, DND
- Contact the Boston Globe City Weekly Editors. Their visit to Roslindale has resulted in regular press features.
- Democratic national Convention 2002 – for information visit www.Boston04.org and make sure interested businesses visit and sign up to be involved
- Call or email Lynn Freulich at 617.635.9085 Lfreundlich@boston.k12.ma.us if you have additional business interested in participating in this year's Kindergarten Days as part of Count Down to Kindergarten.
- Contact the Boston Office of Cultural Affairs 617.635.3245 for information on open studios, murals, BostonNow, and small grants for artists.

"Making Your Neighborhood Work" On Boston's Neighborhood Network (BNN)

- April 16 — Four Corners
 - April 23—Allston Village, Taste of Allston
 - April 30—Grove Hall
 - May 7—Bowdoin Geneva
 - May 14—Mission Hill, Spring Festival
 - May 21—Hyde Jackson Square & Egleston Square, Mike LaDouceur 5k Road Race
 - May 28—Mission Hill and Dudley Square, Art on Main Streets
 - June 4—Washington Gateway Main Streets
 - June 11—Upham's Corner, Upham's Days
 - June 18—St. Mark's Area Main Street, Annual Fundraiser
- See repeats of the show throughout the week on cable station 9 or 22, Wed. at 10:00 p.m.; Thurs. at 6:00 a.m.; Sat. at 10:00 a.m.; and Mon. at 1:30 a.m. The show also can be seen on RCN cable 15 or 16*

Main Streets Madness- Trivia Question for the (Bi)Month

Last Month's Trivia question and answer: In which district can you find a full service medical spa that offers everything from hair care to botox treatments. Exclusive Skin Solutions, 617.728.0077, Washington Gateway Main Streets



Public Works Department
Frank O'Brien,
receives Boston Main Streets
"Appreciation Award"